

## ABSTRACT OF THE DISCLOSURE

To an organic EL element ~~21~~ of a pixel circuit ~~20~~ provided in association with an intersection of a scanning line  ~~$Y_n$~~  and a data line  ~~$X_m$~~ , line, a driving current in accordance with digital data  ~~$V_{Dm}$~~  or an analog data current  ~~$I_{Am}$~~  is supplied via the data line  ~~$X_m$~~ . line. When halftones are controlled by digital gray scale in order to reduce power consumption, digital data  ~~$V_{Dm}$~~  having a value corresponding to either H-level-a first level or L-level-a second level is supplied to the pixel ~~circuit 20~~. circuit. When halftones are controlled by analog gray scale in order to improve display quality, an analog data current  ~~$I_{Am}$~~  is supplied to the pixel ~~circuit 20~~. circuit.